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Increasing Mall Patronage Intention: A Case Study of College Students

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Abstract

An initial discussion with the mall's management reveals that one of the issues is determining how to increase customer mall patronage intention. College students were the mall's primary visitors due to its proximity to the university. This study aimed to increase the customer's mall patronage intention (i.e., the desire to become a loyal customer) toward the mall. The relationships and effects of its variables are examined in light of their mall experience. The model is built based on previous research, and the variables within the model are explored using Partial Least Square Structural Equation Modelling (PLS-SEM) to ensure that the model fits the Indonesian context. The questionnaire was distributed to the university's students and recorded using Google Forms. The response rate was 50%, with 54 usable responses. The validity and reliability tests were conducted, followed by measurement model assessment, structural model assessment, and statistical significance. The model's findings indicate that the mall's entertainment, satisfaction, and aesthetic experience all have a significant effect on mall patronage intention. In addition, students' purchase behaviour is positively influenced by emotional and perceived value.

Keywords: *loyalty, mall, patronage intention, PLS-SEM*

INTRODUCTION

At Lippo Karawaci-Tangerang, there is only one shopping mall, which is located near the University of Pelita Harapan (UPH) and student housing. As a result, their primary customer base has so far been comprised of UPH students. The mall contains a range of stores, including electronics, department stores, supermarkets, and non-store experiences such as cafes, hair salons, and a cinema. As one of the biggest mall in Lippo Karawaci and prime location adjacent to campus, the mall enjoys a privileged location. However, this is not to say that the mall is preferable to other Tangerang-area malls. It competes directly with other shopping malls and online retailers. While the mall hosts a monthly event to attract customers, both retail and non-retail businesses face unique challenges due to economic inflation. On March 15, 2020, Indonesia declared a national disaster due to the coronavirus, which affects the human respiratory system and causes significant death when it first strikes (Sudaryanto et al., 2021). The pandemic also impacted the mall, with closures and restrictions implemented. One of the ways viruses spread is through crowding, which is common in places like malls and shopping centres (Hasibuan et al., 2021). Risk factors associated with COVID-19 are increasing, and a health protocol at the mall is now required by law (Dewi and Probandari, 2021).

Mall patronage intention refers to repeat visitors' desire to become loyal customers or consumers by purchasing the mall's products or services. The mall visitor's intent to patronise the mall is something that every mall strives for. According to the researchers, people shop for various reasons, ranging from utilitarian to purely hedonic (Kaur and Singh, 2007). Cultural differences, which vary by nation and region, also play a role. What may be attractive in one area may be repulsive in another. The secret is to develop an understanding of their customers' distinctive behaviours and preferences.

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To thrive in a competitive market transformed by the rise of technology, the mall must understand its current conditions, customers' purchasing behaviour, highest priorities, satisfaction with the mall, and intention to return repeatedly. Additionally, it is crucial to understand the relationships among the underlying variables that influence a customer's decision to visit a mall. According to discussions with mall management, it is necessary to increase mall patronage intention. As a result, this study will examine how to increase mall patronage intentions using college students as a case study, as they constitute the majority of mall visitors.

LITERATURE REVIEW

PLS path modelling has been widely used in social science disciplines, including marketing management (Hair et al.,2019). Previous research by Hartono et al. (2019) shows that PLS-SEM is useful for developing initial models and modifying them to fit objects, especially with small samples.

This research is the first study to focus exclusively on the mall at Lippo Karawaci. As previously stated, the majority of customers are students and families who reside in Lippo Village Karawaci. The exploratory model was developed using Sadachar's mall model in India (Sadachar, 2014), with some modifications to fit the Indonesian context. Sadachar (2014) constructs a hypotheses model for an Indian mall. The model demonstrates that relationships between experiences such as educational, entertainment, escape, and aesthetic have a positive effect on the perceived value of stores in the mall. Furthermore, the model extends to satisfaction with the mall and willingness to buy items or services at the mall to the mall patronage intention.

As previously stated, we adapted the Indian mall patronage intention for our case study by omitting unrelated variables such as educational and escapist experience. The variables used in this work are mall patronage intention (MPI), purchase behaviour (PB), mall satisfaction (MS), entertainment experience (ENTER), aesthetic experience (AESTH), store quality for value (SQV), store price value (SPV), store sensory appeal value (SSAV), store service quality value (SSQV), store emotional value (SEV), store social value (SSV), non-store efficiency value (NSEFV), non-store social value (NNSV), non-store sensory appeal value (NNSAV), and non-store emotional value (NSEMOV). The model contains fourteen hypotheses, depicted in Figure 1.

The research hypotheses are as follows:

H1A = SQV has a positive impact on PB
H1B = SQV has a positive impact on MS
H2A= SPV has a positive impact on PB
H2B=SPV has a positive impact on MS
H3A=SSAV has a positive impact on PB
H3B=SSAV has a positive impact on MS
H4A=SSQV has a positive impact on PB
H4B=SSQV has a positive impact on MS
H5A=SEV has a positive impact on PB
H5B=SEV has a positive impact on MS
H6A=SSV has a positive impact on PB
H6B=SSV has a positive impact on MS
H7=NSEFV has a positive impact on MS
H8=NSSV has a positive impact on MS
H9=NSSAV has a positive impact on MS
H10=NSEMOV has a positive impact on MS
H11=PB has a positive impact on MPI
H12=ENTER has a positive impact on MPI

H13=AESTH has a positive impact on MPI
H14=MS has a positive impact on MPI

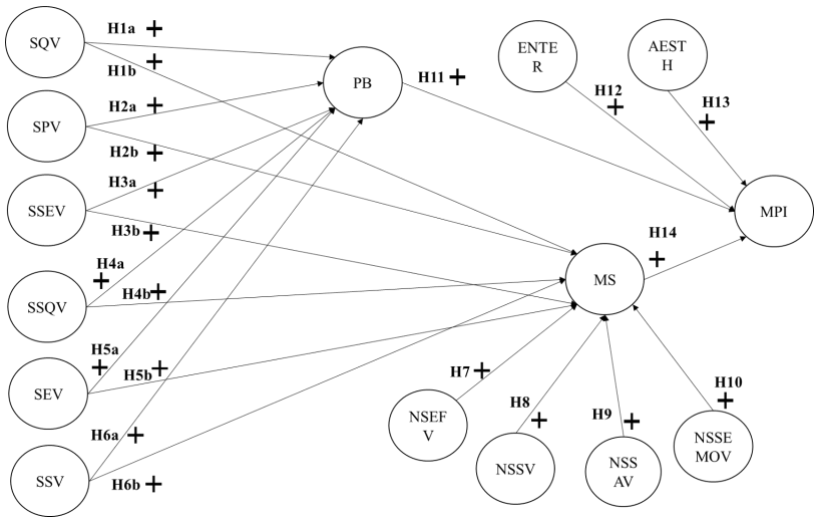

Figure 1. Hypothesised Model

METHODOLOGY

The main steps in this research are depicted in Figure 2. The model was developed and adapted from previous research. The questionnaire was designed using Bahasa Indonesia and distributed among University of Pelita Harapan students using Google Forms. The sampling technique used was convenience sampling (non-probability). The data was collected pre-pandemic. First, the validity and reliability of the questionnaire are checked. This study used partial least squares structural equation modelling (PLS-SEM) for analysis and result reporting. Then, the measurement model and structural model assessment were conducted. The measurement model uses convergent validity and discriminant validity. The convergent validity, measured by the average variance extracted (AVE), must be higher than 0.50 (Hair et al., 2014, 2019). The discriminant validity is measured using the Fornell-Larcker Criterion. The internal consistency reliability of the model was tested using Cronbach's alpha and composite reliability, with a recommended number between 0.70 and 0.90, with a maximum is 0.95 (Hair et al., 2019). The R2 value measures the structural model, with 0.25 a weak value, 0.5 a moderate value, and 0.75 a substantial value (Hair et al., 2019). The hypotheses testing using bootstrapping to determine the statistical significance (Hair et al., 2019).

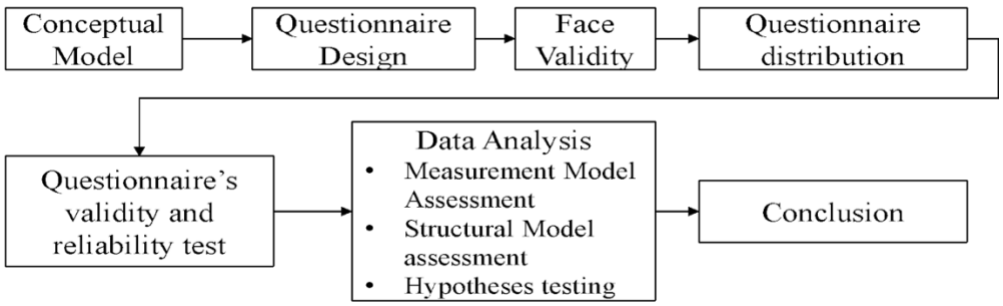

Figure 2. Research Steps

FINDINGS AND DISCUSSION

There were 108 respondents but only 54 usable responses, resulting in a response rate of 50%. Male respondents constituted a greater proportion of respondents than female respondents, at 54% and 46%, respectively. The respondents with the highest age range (48%) are between the ages of 21 and 22, followed by those between the ages of 19 and 20 (39 %). The majority of respondents (67%) live in the Karawaci area, followed by Tangerang (16%), Jakarta (15%), and Bekasi (2%). The number of frequent visits to the mall in a month is equally divided between 1-3 times, 4-6 times, 7-9 times and almost everyday. Interestingly, 28% stated that they visit 1-3 times a month, and 26% visit the mall almost everyday. The average spending in the mall reveals that the vast majority, 85 %, spend less than Rp. 300,000,- (equal to 20.95 USD).

The questionnaire validation test conducted using IBM SPSS Statistics reveals that four invalid questions should be eliminated before conducting the reliability test. Cronbach's alpha indicates a reliability score of 0.752, and according to Hair et al. (2006), any value greater than 0.6 is considered reliable. The hypotheses model with the refined indicator is presented in Figure 3.

The next steps is the measurement model assessment. To ensure convergent validity, this research use the average variance extracted (AVE) to measure the validity). This AVE depict in Figure 4. The average variance extracted results shows that SQV (0.682), AESTH (0.603), ENTER (0.717), MPI (0.774), MS (0.773), NSEFV (0.818), NSEMOV (0.863), NSSAV (0.647), NSSV (1), PB (0.765), SEV (0.84), SPV (0.84), SSAV (0.758), SSQV (0.538) and SSV (1) has higher number than 0.5 which means the construct are valid.

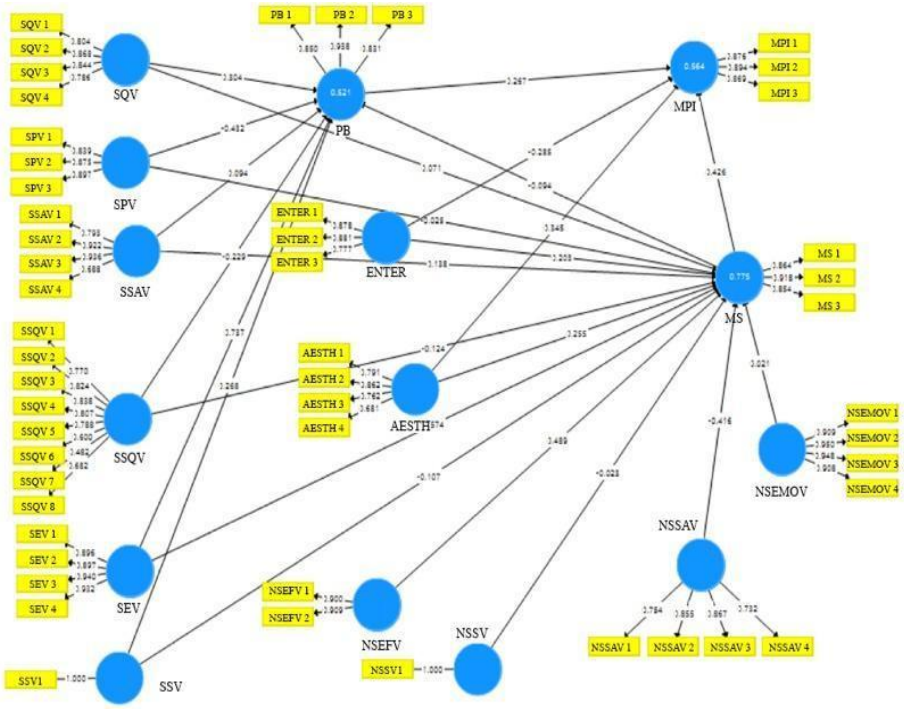

Figure 3. Hypothesised Model (Initial)

Construct Reliability and Validity

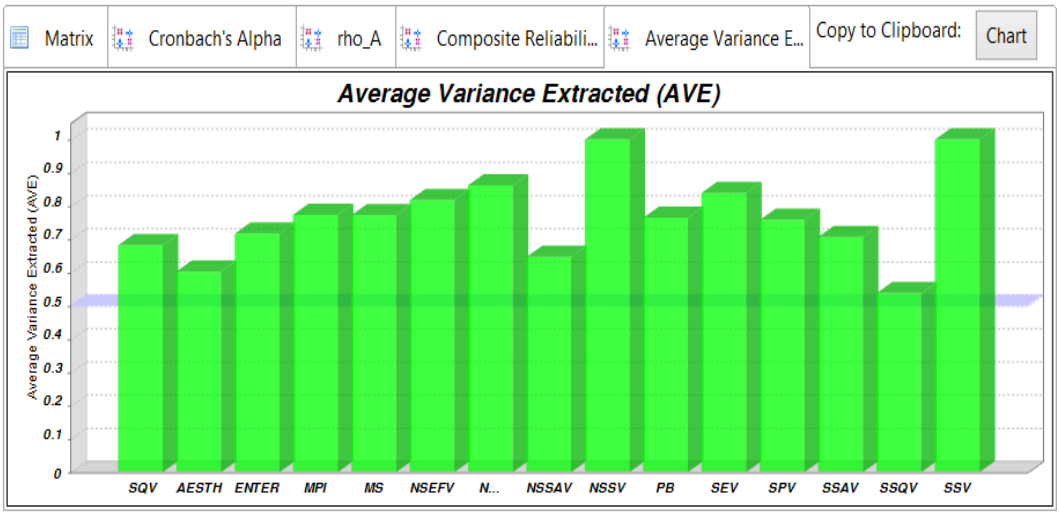

Figure 4. AVE (Initial)

To verify that the indicator is valid for a given variable, the outer loading factor is used with the rule that if it is greater than 0.7, the indicator is valid (Gozali et al., 2015, Hair et al., 2019). The hypothesised model's results in Figures 5, 6, and 7 indicate that the model requires further adjustment because five of the indicator's loading factors are less than 0.7 (AESTH 4, SSAV, SSQV 6, SSQV 7, and SSQ 8). Chin proposed that indicators with an outer loading of less than 0.7 be omitted (Chin, 1998). The final model is a hypothesised model without the invalid indicator and variable in the next section in Figure 8.

Outer Loadings

Matrix | Copy to Clipboard: Excel Format | R Format

	SQV	AESTH	ENTER	MPI	MS	NSEFV	NSEMOV	NSSA
AESTH1		0.791						
AESTH2		0.862						
AESTH3		0.762						
AESTH4		0.681						
ENTER1			0.878					
ENTER2			0.881					
ENTER3			0.777					
MPI1				0.876				
MPI2				0.894				

Figure 5. Initial Outer Loading for AESTH, ENTER, MPI

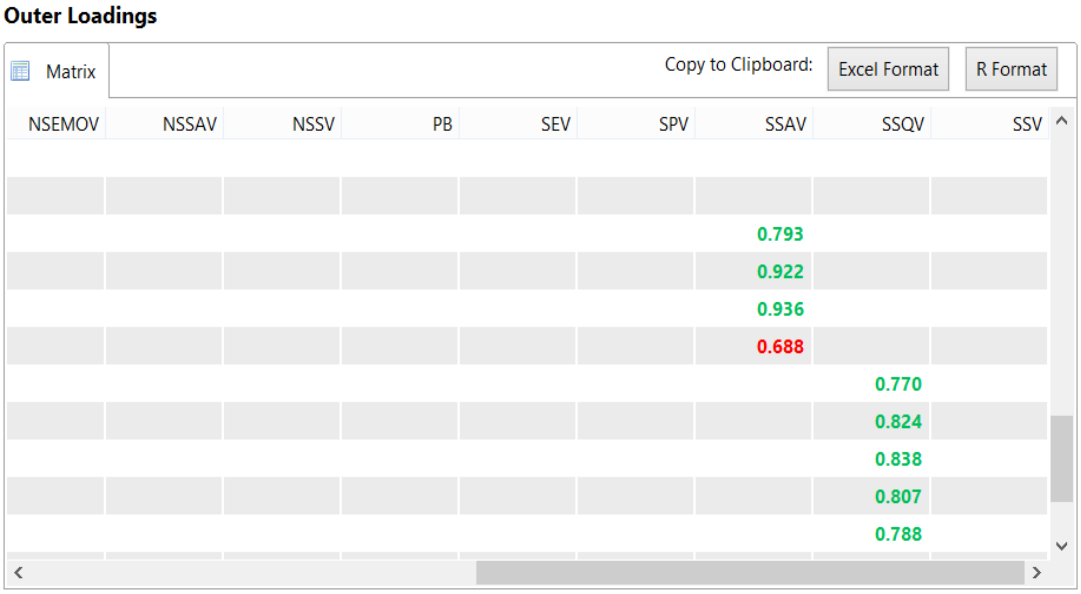

Figure 6. Initial Outer Loading for SSAV

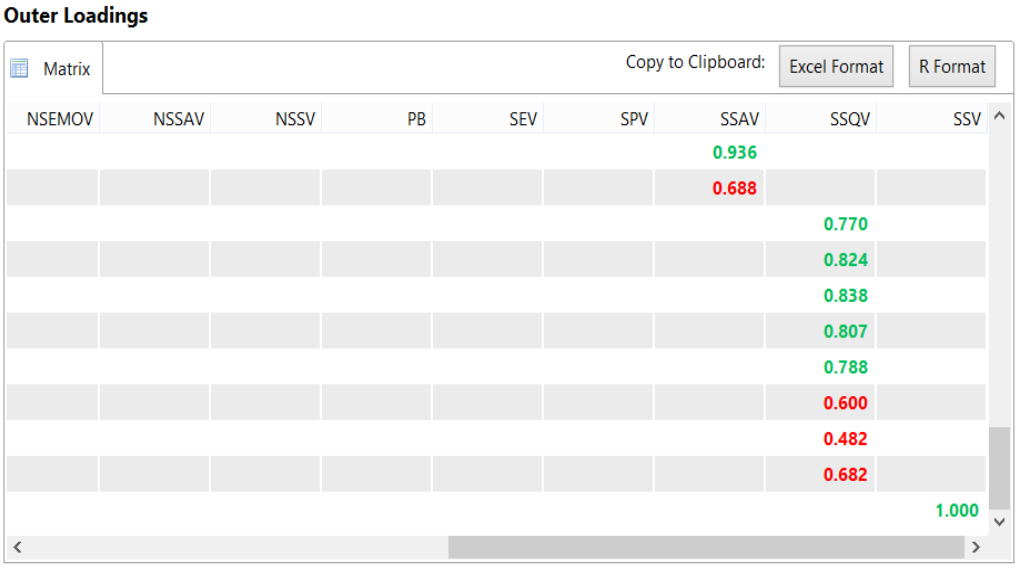

Figure 7. Initial Outer Loading for SSQV and SSV

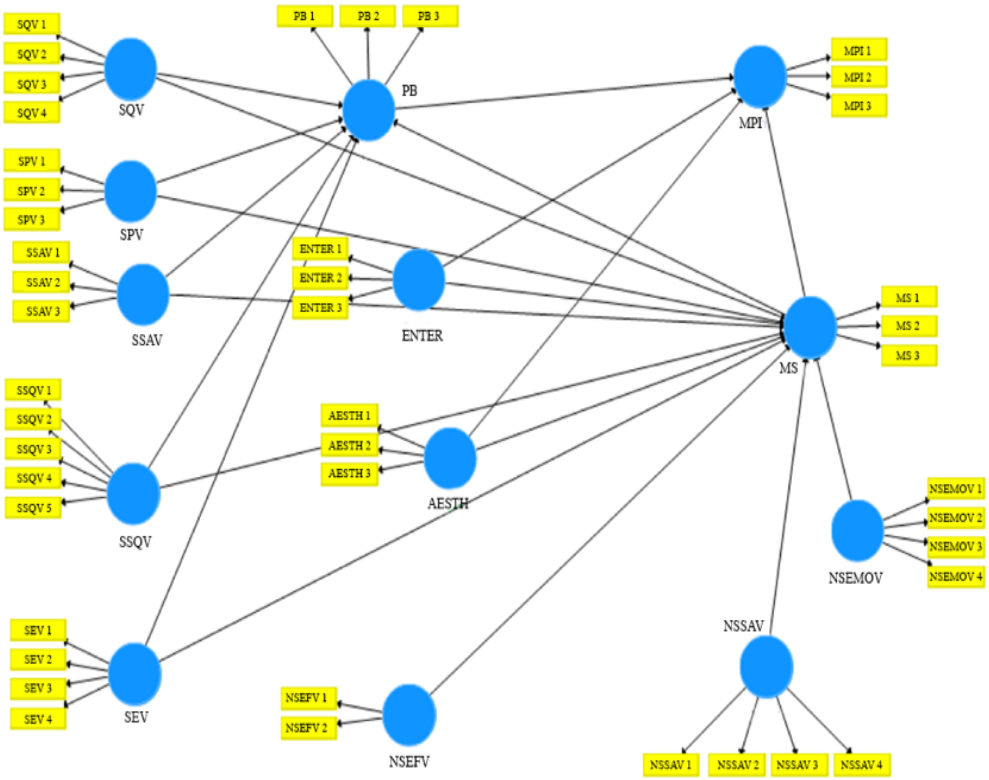

Figure 8. Final Hypothesized Model

The same process with previous steps for outer model evaluation (measurement model assessment) using the AVE 0.5 limit is done to check the validity of the construct. The AVE shown in Figure 9 shows no construct below 0.5; therefore, all the construct is valid. The loading factor also shows that all variables are above 0.7 shown in Figure 10.

The Fornell-Larcker Criterion is used to assess discriminant validity. The diagonal in Figures 11 and 12 represents the square root of the average variance extracted, while the number below the diagonal represents the correlation between constructs. A model is valid if the square root of the extracted average variance is larger than the correlation value (Ghozali et al., 2015). The discriminant validity model confirms the model's validity.

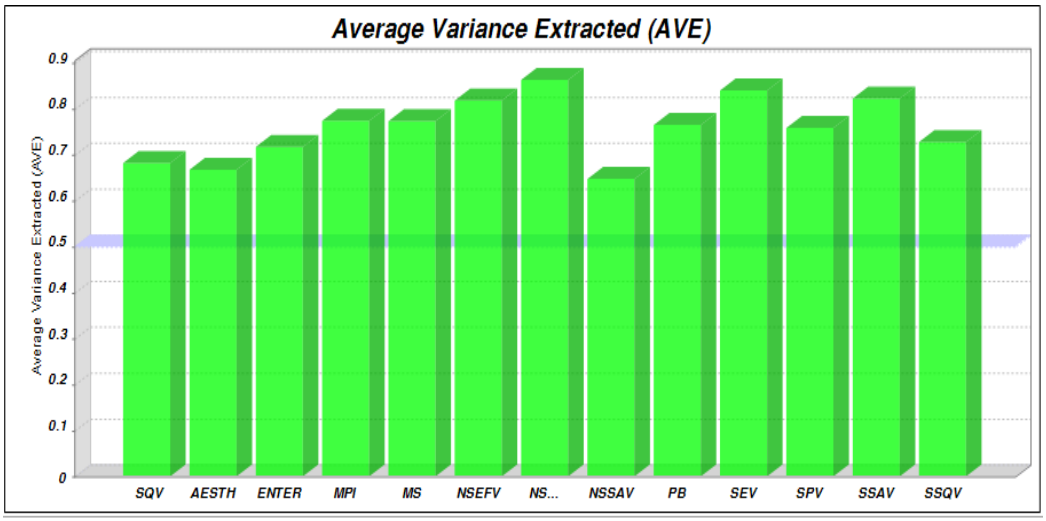

Figure 9. Final AVE

Outer Loadings

Matrix | Copy to Clipboard: Excel Format | R Format

	SQV	AESTH	ENTER	MPI	MS	NSEFV	NSEMOV	NSSA
AESTH1		0.828						
AESTH2		0.908						
AESTH3		0.700						
ENTER1			0.878					
ENTER2			0.881					
ENTER3			0.777					
MPI1				0.876				
MPI2				0.895				
MPI3				0.868				
MS1					0.863			
MS2					0.918			
MS3					0.855			
NSEFV1						0.900		
NSEFV2						0.909		

Figure 10. Final Outer Loading

Discriminant Validity

Fornell-Larcker Criterion | Cross Loadings | Heterotrait-Monotrait Ratio... | Heterotrait-Monotrait Ratio... | Copy to Clipboard: | Excel Format | R Format

	SQV	AESTH	ENTER	MPI	MS	NSEFV	NSEMOV	NSSAV	PB	SEV	S
SQV	0.826										
AESTH	0.471	0.817									
ENTER	0.271	0.612	0.847								
MPI	0.518	0.626	0.223	0.880							
MS	0.481	0.737	0.478	0.653	0.879						
NSEFV	0.299	0.618	0.289	0.513	0.669	0.904					
NSEMOV	0.349	0.558	0.332	0.534	0.576	0.766	0.929				
NSSAV	0.377	0.782	0.461	0.563	0.618	0.745	0.733	0.804			
PB	0.405	0.551	0.275	0.530	0.401	0.437	0.405	0.537	0.874		
SEV	0.486	0.685	0.330	0.743	0.750	0.550	0.565	0.701	0.581	0.916	
SPV	0.536	0.514	0.320	0.530	0.524	0.314	0.339	0.437	0.187	0.650	0.8
SSAV	0.674	0.621	0.320	0.662	0.600	0.358	0.498	0.608	0.512	0.763	0.6
SSQV	0.624	0.675	0.503	0.571	0.601	0.546	0.488	0.620	0.376	0.680	0.6

Figure 11. Fornell-Larcker Criterion

Reliability is concerned with the consistency of scores, and if the scores are random, then nothing is being measured (Hathcoat et al., 2016). Cronbach's alpha and composite reliability are used to determine internal consistency; the value should be between 0.70 and 0.90, with a maximum of 0.95 (Hair et al., 2019). Figures 12 and 13 show that all constructs are within the recommended value range, meaning that the construct is valid.

Fornell-Larcker Criterion | Cross Loadings | Heterotrait-Monotrait Ratio... | Heterotrait-Monotrait Ratio... | Copy to Clipboard: | Excel Format | R Format

AESTH	ENTER	MPI	MS	NSEFV	NSEMOV	NSSAV	PB	SEV	SPV	SSAV	SSQV
0.817											
0.612	0.847										
0.626	0.223	0.880									
0.737	0.478	0.653	0.879								
0.618	0.289	0.513	0.669	0.904							
0.558	0.332	0.534	0.576	0.766	0.929						
0.782	0.461	0.563	0.618	0.745	0.733	0.804					
0.551	0.275	0.530	0.401	0.437	0.405	0.537	0.874				
0.685	0.330	0.743	0.750	0.550	0.565	0.701	0.581	0.916			
0.514	0.320	0.530	0.524	0.314	0.339	0.437	0.187	0.650	0.871		
0.621	0.320	0.662	0.600	0.358	0.498	0.608	0.512	0.763	0.608	0.907	
0.675	0.503	0.571	0.601	0.546	0.488	0.620	0.376	0.680	0.614	0.617	0.853

Figure 11. Fornell-Larcker Criterion (continued)

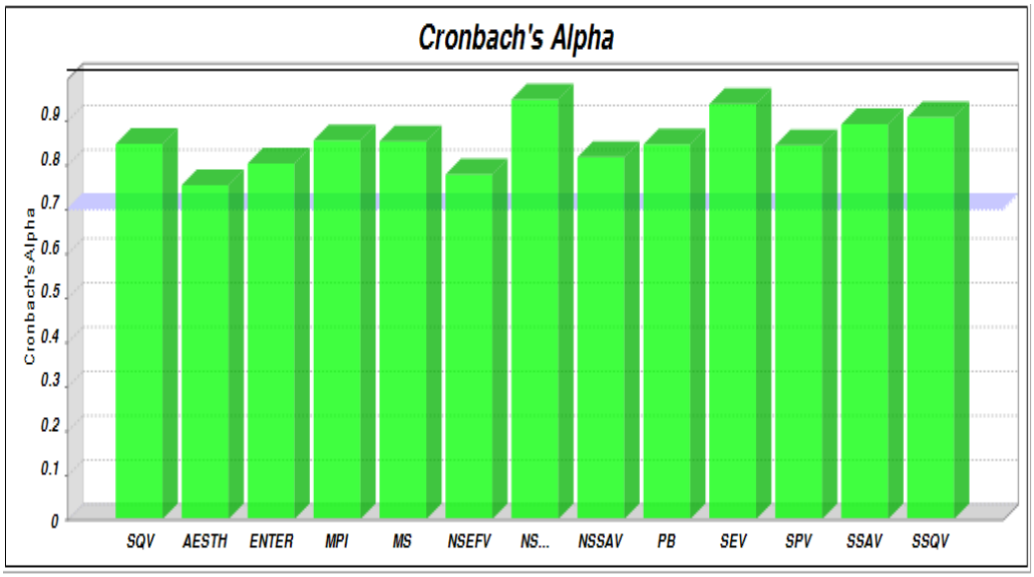

Figure 12. Cronbach's Alpha

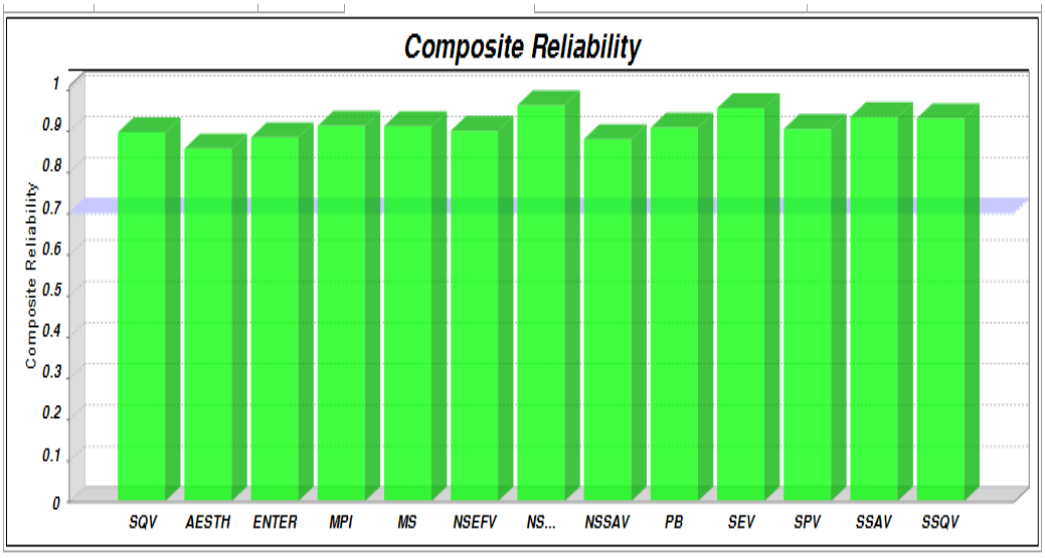

Figure 13. Composite Reliability

The structural model assessment uses R Square or coefficient determination, which shows the model's explanatory power. R Square represents the combined effect of endogenous variables on the exogenous variables (Hair et al., 2014, 2019).

	R Square	R Square Adjusted
MPI	0.562	0.526
MS	0.764	0.709
PB	0.468	0.400

Figure 14. R Square

The model explains 56.2 % of the MPI (mall patronage intentions), 76.4 % of the MS (mall satisfaction), and 46.8 % of the PB (purchase behaviour) constructs, as illustrated in Figure 14. According to the Hair explanatory power of R Square values, PB has low explanatory power, MPI has moderate explanatory power, and MS has high explanatory power. This study is the first case study to examine mall patronage intention at a mall in Lippo Karawaci, and it demonstrates that certain factors affecting mall patronage intention (MPI) and purchasing behaviour (PB) have not been included in the model.

Path Coefficients

Mean, STDEV, T-Value... | Confidence Intervals | Confidence Intervals ... | Samples | Copy to Clipboard: | Excel Format | R Format

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
SQV -> MS	0.108	0.123	0.153	0.709	0.479
SQV -> PB	0.287	0.286	0.153	1.870	0.062
AESTH -> MPI	0.322	0.323	0.135	2.377	0.018
AESTH -> MS	0.302	0.314	0.162	1.866	0.062
ENTER -> MPI	-0.251	-0.257	0.149	1.687	0.092
ENTER -> MS	0.211	0.210	0.119	1.768	0.077
MS -> MPI	0.437	0.415	0.130	3.366	0.001
MS -> PB	-0.117	-0.104	0.153	0.761	0.447
NSEFV -> MS	0.497	0.478	0.178	2.784	0.005
NSEMOV -> MS	-0.025	-0.037	0.174	0.141	0.888
NSSAV -> MS	-0.394	-0.352	0.193	2.043	0.041
PB -> MPI	0.247	0.274	0.162	1.523	0.128
SEV -> MS	0.502	0.486	0.205	2.449	0.014
SEV -> PB	0.778	0.756	0.200	3.888	0.000

Figure 15. Discriminant Validity 1

Path Coefficients

Mean, STDEV, T-Value... | Confidence Intervals | Confidence Intervals ... | Samples | Copy to Clipboard: Excel Format | R Format

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
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SEV -> MS	0.502	0.486	0.205	2.449	0.014
SEV -> PB	0.778	0.756	0.200	3.888	0.000
SPV -> MS	0.012	0.048	0.125	0.095	0.924
SPV -> PB	-0.437	-0.423	0.189	2.311	0.021
SSAV -> MS	0.067	0.068	0.152	0.444	0.657
SSAV -> PB	0.092	0.087	0.197	0.466	0.641
SSQV -> MS	-0.181	-0.236	0.160	1.132	0.258
SSQV -> PB	-0.050	-0.038	0.186	0.271	0.787

Figure 16. Discriminant Validity 1 (continued)

The PLS-SEM employs bootstrapping to test hypotheses (Streukens, 2016, Hair et al., 2019). According to Hair and Henseler, the recommended number for bootstrap is 5000. (Hair et al., 2011 and Henseler et al., 2009). Therefore, the statistical significance was determined using a bootstrapping resampling method with a sample size of 5000 for this study. The relationship between variables is quantified using the t-value, with a value greater than 1.96 indicating a significant relationship.

Path Coefficients

Mean, STDEV, T-Value... | Confidence Intervals | Confidence Intervals ... | Samples | Copy to Clipboard: Excel Format | R Format

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
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NSSAV -> MS	-0.394	-0.352	0.193	2.043	0.041
PB -> MPI	0.247	0.274	0.162	1.523	0.128
SEV -> MS	0.502	0.486	0.205	2.449	0.014
SEV -> PB	0.778	0.756	0.200	3.888	0.000

Figure 17. Discriminant Validity 2

Path Coefficients

Mean, STDEV, T-Value... | Confidence Intervals | Confidence Intervals ... | Samples | Copy to Clipboard: | Excel Format | R Format

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
MS -> MPI	0.437	0.415	0.130	3.366	0.001
MS -> PB	-0.117	-0.104	0.153	0.761	0.447
NSEFV -> MS	0.497	0.478	0.178	2.784	0.005
NSEMOV -> MS	-0.025	-0.037	0.174	0.141	0.888
NSSAV -> MS	-0.394	-0.352	0.193	2.043	0.041
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SEV -> MS	0.502	0.486	0.205	2.449	0.014
SEV -> PB	0.778	0.756	0.200	3.888	0.000
SPV -> MS	0.012	0.048	0.125	0.095	0.924
SPV -> PB	-0.437	-0.423	0.189	2.311	0.021
SSAV -> MS	0.067	0.068	0.152	0.444	0.657
SSAV -> PB	0.092	0.087	0.197	0.466	0.641
SSQV -> MS	-0.181	-0.236	0.160	1.132	0.258
SSQV -> PB	-0.050	-0.038	0.186	0.271	0.787

Figure 18. Discriminant Validity 2 (continued)

Figures 17 and 18 show that eight hypotheses are proven statistically significant. The connections with more than 1.96 are SEV to PB, SPV to PB, AESTH to MPI, ENTER to MPI, MS to MPI, NSEFV to MS, NSSAV to MS, and SEV to MS. Therefore, hypotheses H2A, H5A, H5B, H7, H9, H12, H13, and H14 are proven significant and depicted in Figure 19. It can be seen in the figure that the green line shows the significant, and the black show the insignificant relationships.

In summary, store price value (SPV) and store emotional value (SEV) have a positive effect on purchase behaviour (PB). Store emotional value (SEV), (non-store efficiency value (NSEFV), and non-store sensory appeal value (NSSAV) have a positive effect on mall satisfaction (MS). Aesthetic experience (AESTH), mall satisfaction (MS), and entertainment experience (ENTER) have a positive effect on mall patronage intention (MPI). Given that the hypothesis of a positive relationship between purchase behaviour and mall patronage intention is rejected, additional research should be conducted to determine whether another variable acts as a moderator that influences the relationships.

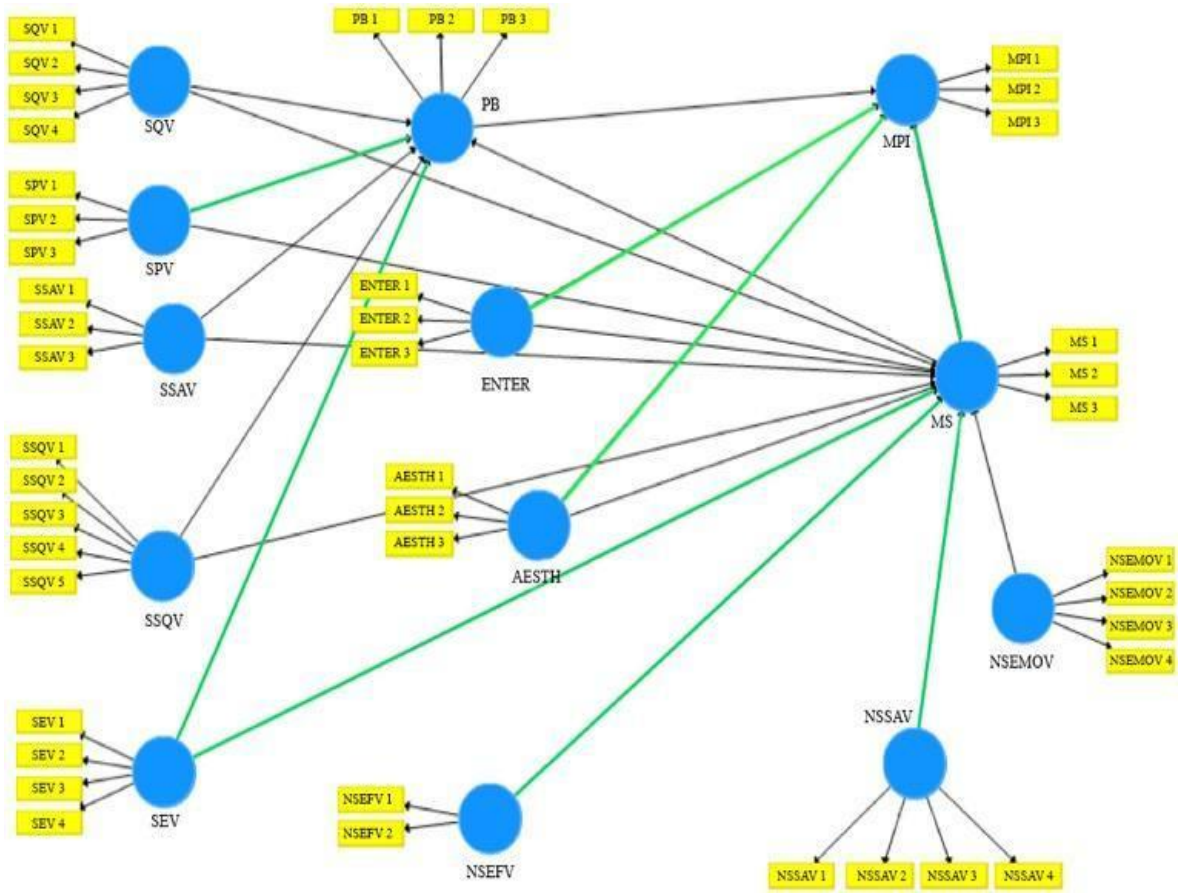

Figure 18. Significant Relationships

CONCLUSION AND FURTHER RESEARCH

This case study aims to determine how to increase students' MPI (mall patronage intention) toward the mall in Lippo Karawaci. The entertainment experience, aesthetic experience, and mall satisfaction are significant factors in improving mall patronage intention among college students. Therefore, the mall should prioritise the customer's aesthetic and entertainment experience and mall satisfaction to increase the customer's mall patronage intention. The findings of this study indicate that the constructs have low predictive accuracy for purchase behaviour and moderate predictive accuracy for mall patronage intention, necessitating further model improvement. The recommendation for further research can take on the limitations of this study. The study's limitations are that both the model and the data are pre-pandemic, and it focuses on students as the majority of mall visitors. Additional research should be conducted to identify additional variables to incorporate into this model and include additional customer segments, such as families and office workers, as respondents. Given that COVID-19 has altered the competitive landscape, it is necessary to test the model's robustness in the post-pandemic era, or a modified model can be developed based on the findings of this research.

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